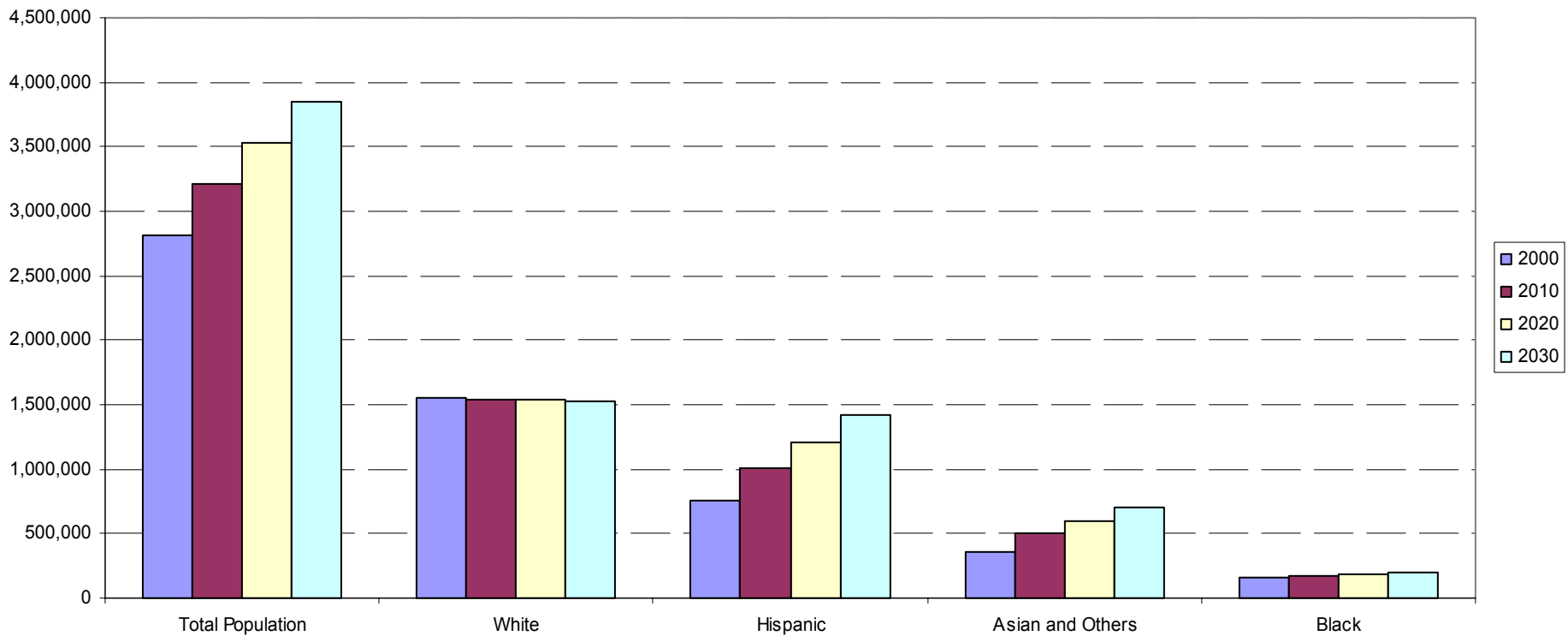




**Demographic Trends in the San Diego Region  
1980 - 2030**

Edward Schafer  
San Diego Association of Governments

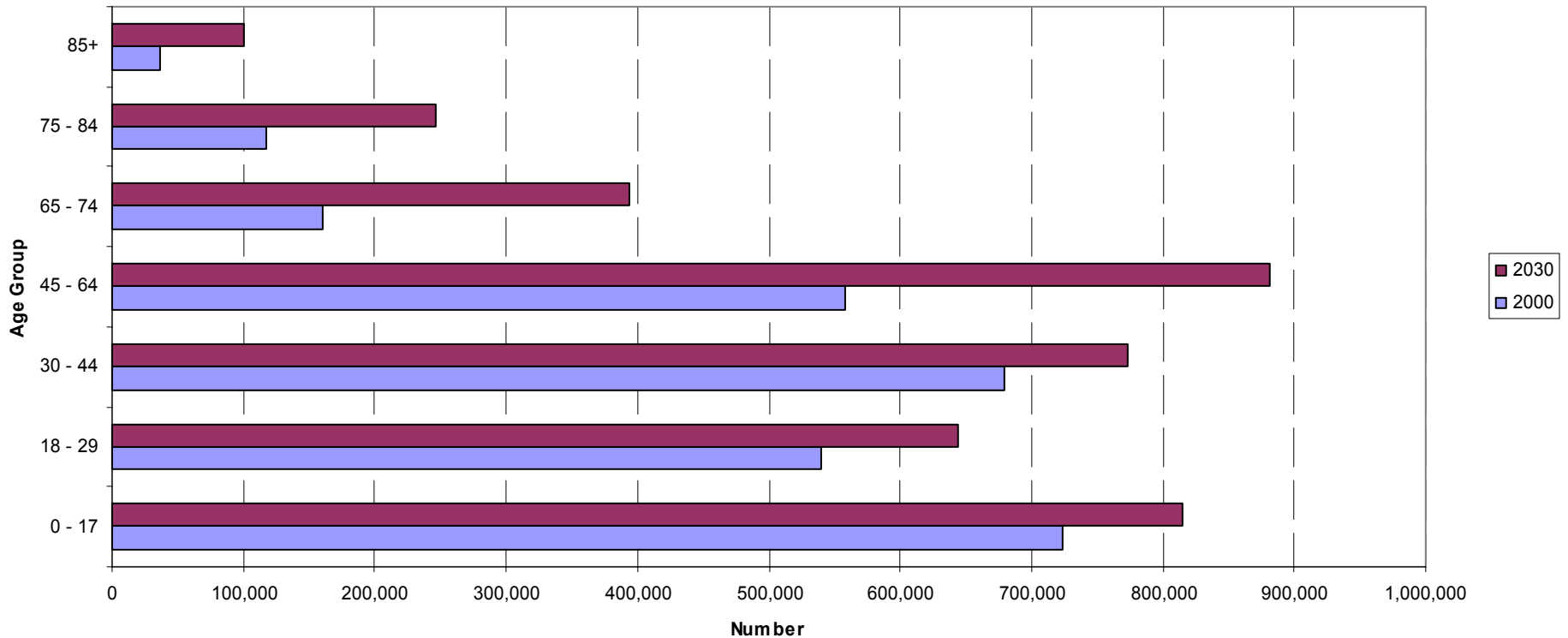
## Population by Ethnicity San Diego Region 2000 - 2030



## What's Driving the Ethnic Shift?

- Differences in Fertility Rates
  - Hispanic fertility is higher than Nonhispanic
  - Hispanic age structure is younger than Nonhispanic
- Differences in Migration
  - Between 1995 and 2000 San Diego Region experienced loss of Nonhispanic White population through migration

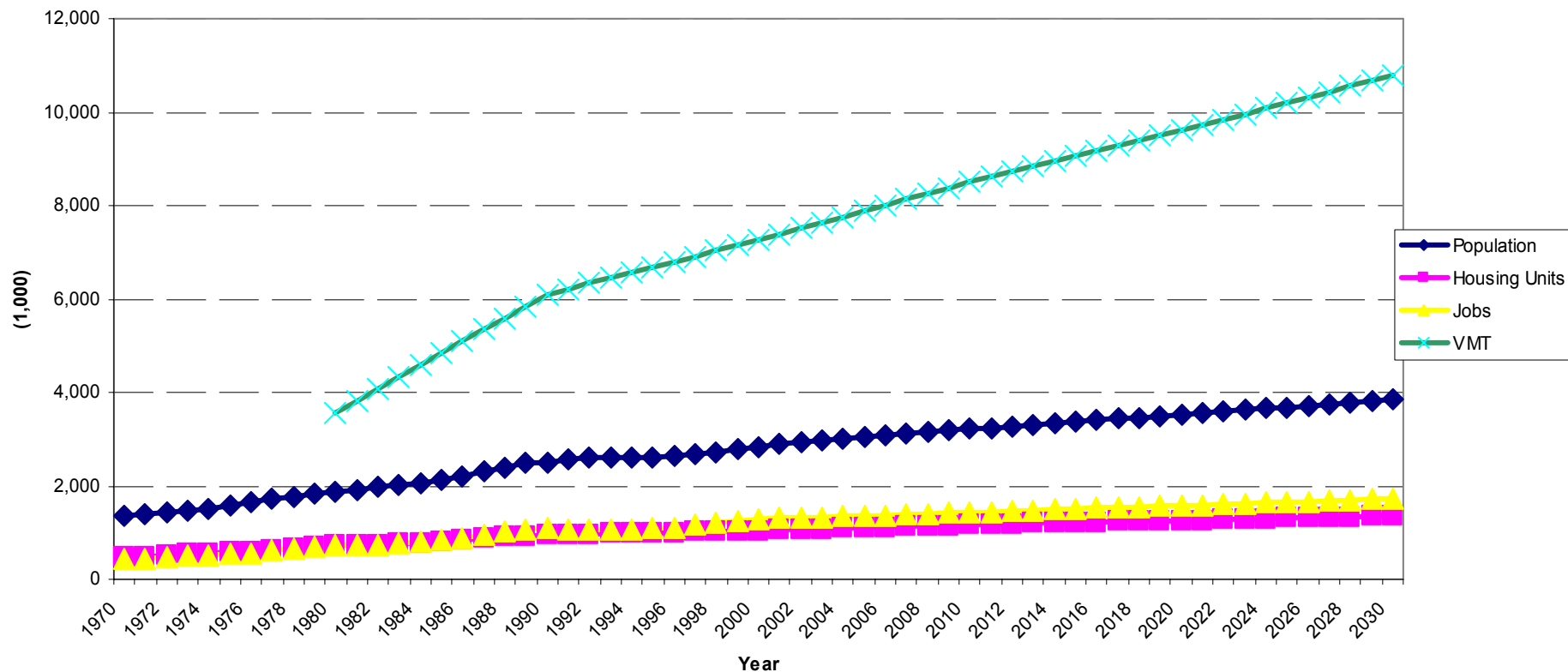
### Population by Age Group San Diego Region 2000 and 2030



## Why Age Shift?

- Ageing of the Babyboom Generation
  - Those born between 1946 and 1964
- Decline in Hispanic fertility rates
  - 1990 Hispanic fertility rate was 3.6 children per woman
  - 2000 Hispanic fertility rate was 2.9 children per woman

### Population, Housing Units, Jobs and VMT San Diego Region 1970 - 2030



## Average Annual Percent Change San Diego Region

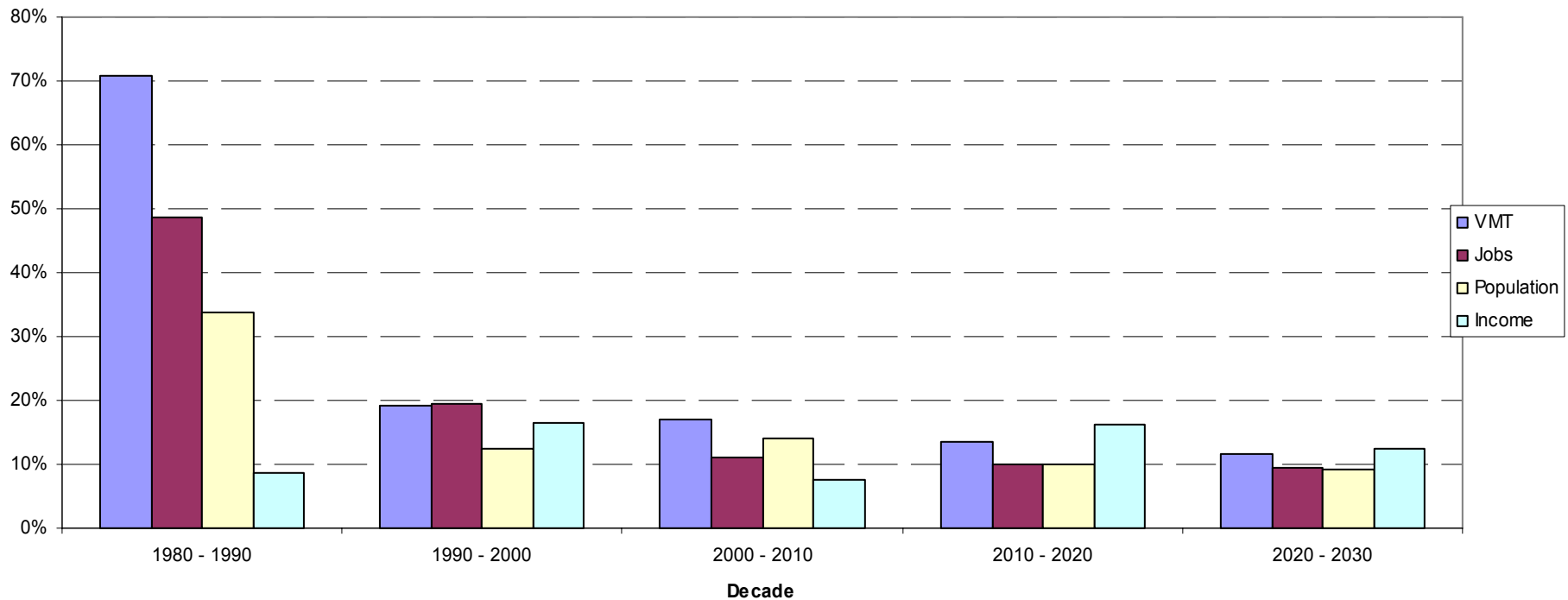
- 1980 – 2000

- Pop 2.5%
- Jobs 3.9%
- Income 1.3%
- VMT 5.2%

- 2000 – 2030

- Pop 1.2%
- Jobs 1.1%
- Income 1.3%
- VMT 1.6%

**VTM, Jobs, Population and Income  
Percent Change by Decade  
San Diego Region 1980- - 2030**





## Conclusions

- The San Diego Region will continue to grow, but at a slower pace
  - Population
  - Jobs
  - Income
  - VMT
- The age structure and the ethnic composition will change
  - Older population
  - More ethnically diverse